

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

February 27, 1997

RJR Account #396640  
Ms. C. LeTares  
MANCHESTER TOBACCO

**APRIL DORAL B2GF LIGHTER / PROMOTION #700050**

Dear Christine:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **120** SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (12M)</u> <u>Cases</u>
12300-16612	<i>FF King</i>	2
12300-15312	<i>FF 100</i>	2
12300-15112	<i>Light King</i>	2
12300-15212	<i>Light 100</i>	2

Product / Premium Arrival:

March 24, 1997

Ship Date to Retail:

Week of: March 31, 1997

Lighters: (Item #521573)

SKU CUBE:

1.1490

SKU WT (w/o Product):

4.1900 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$4,208.09

Non-EFT \$ Amount:

\$N/A

51861 7793

-2-

B2GPF

MANCHESTER TOBACCO

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box.* Consumer purchases two (2) packs of Doral a free Doral Lighter.

*SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.*

**SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$224.00 (8 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: H. Battle

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-APRDOR.DOC

51861 7794

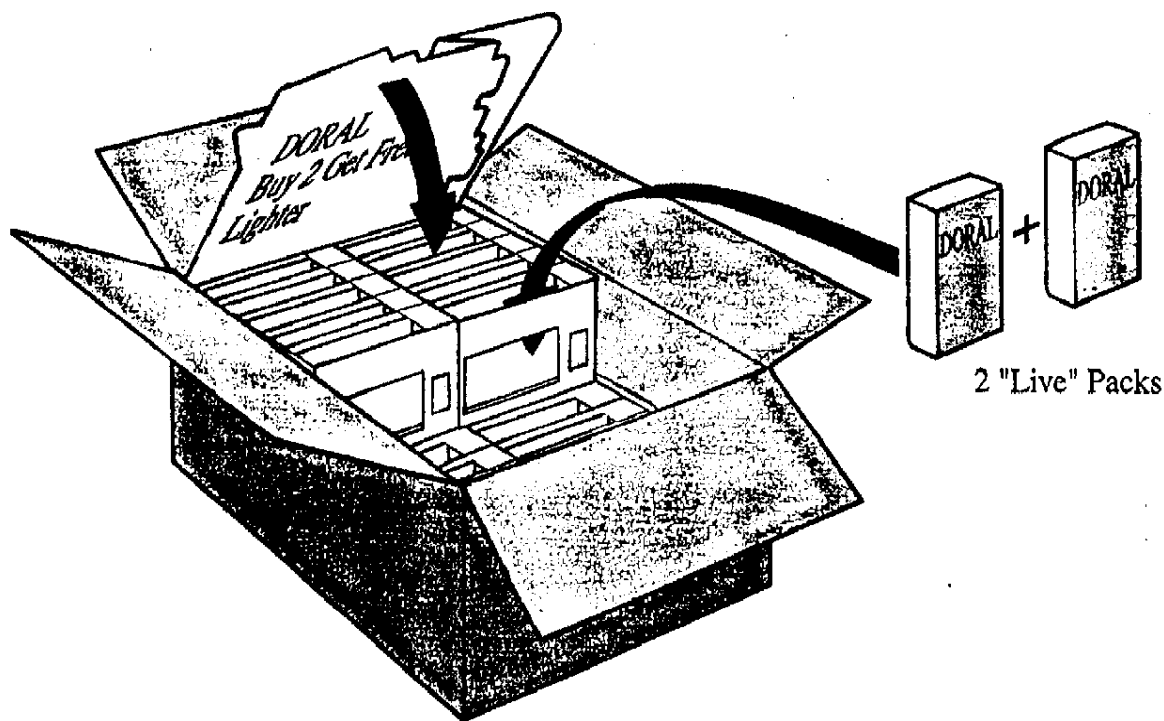
# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 2ND QTR. '97

### April DORAL B2GF Lighter

#### STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 521573

Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

51861 7795

WHOLESALE : 396640 MANCHESTER TOBACCO, INC. <DIRECT>  
 TEMPLATE : 700050 70400 DORAL APR LTR  
 TEMPLATE SEQ : 0004  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163801	163827	105257	PORFIDOE'S MARKET	84 MAIN ST	LITTLETON	NH	03561	1			130632	(603)444-6771
112208	112220	692094	DOVER POINT VARIETY	79 DOVER POINT RD	DOVER	NH	03820	1			937648	(603)749-0035
112208	112225	755159	THE CORNER STORE	CENTER AND MAIN S	WOLFEBORO	NH	03894	1				(603)569-1835
112208	112225	755495	STOP & GO #710	158 N MAIN ST	ROCHESTER	NH	03867	1			821958	(603)332-0773
112208	112220	755751	JJ'S MINI MART	220 ROUTE #16	SOMERSWORTH	NH	03878	2			531046	(603)749-9546
163801	163827	105192	NORTHROP'S INC	6 N MAIN ST	LISBON	NH	03585	1			135176	(603)838-2842
163801	163826	643734	DICKS MOBIL	MAIN STREET	LINCOLN	NH	03251	1			150460	(603)745-3572
163802	163822	484497	BIG JOHN'S COUNTRY	92 UNION ST	MILFORD	NH	03055	1			435510	(603)672-6733
163805	163820	103053	TURNERS VARIETY	38 CROSS ST	SALEM	NH	03079	1			642017	(603)898-7962
163805	163823	543932	NO LONDON DERRY EXXO	RT 28	LONDON DERRY	NH	03053	1		5474-0000	644059	(603)432-0036
163805	163823	717460	THIRTY PINES TEXACO	2 ASHLIGH DRIVE	DERRY	NH	03038	1			724698	(603)425-0705
163806	163826	104875	MOUNTAIN'S GEN. STOR	MAIN ST	CTR BARNSTEAD	NH	03225	1			631381	(603)269-7031
163806	163826	576289	BOSCO BELL STORE	ROUTE 28	BARNSTEAD	NH	03218	2			635509	(603)435-8501
163806	163826	604756	GUS COUNTRY STORE	ROUTE 3	TILTON	NH	03276	1			655328	(603)524-3916
163807	163823	461399	MERRIMACK GETTY	605 D.W. HIGHWAY	MERRIMACK	NH	03054	1			166578	(603)424-5542
163807	163823	479524	SOUTH MAPLE VARIETY	93 S MAPLE ST	MANCHESTER	NH	03103	2				(603)625-4923
163807	163822	481791	BROAD STREET EXXON	103-105 BROAD STR	NASHUA	NH	03060	1		5474-0000	435513	(603)883-2048
163807	163823	688630	ROBO'S VARIETY	912 SOMERVILLE ST	MANCHESTER	NH	03103	1				(603)624-1771
163808	163824	090460	JOHNNY'S TIRE & BAT	680 N MAST RD	GOFFSTOWN	NH	03045	1		5474-0000	261051	(603)668-1325
163808	163824	104345	SAINDON'S MARKET	250 DUBUQUE ST	MANCHESTER	NH	03102	1				(603)668-0606
163808	163826	198514	TONYS KORNER KUBBAR	394 N STATE ST	CONCORD	NH	03301	1			322095	(603)228-8774
163808	163824	302680	RIVERSIDE EXXON	36 W RIVER RD	HOOKSETT	NH	03106	1		5474-0000		(603)668-0039
163808	163824	317519	VEANOS CON. STORE	146 LOUDON RD	CONCORD	NH	03301	1			442279	(603)224-8190
163808	163824	487016	HARVEST FARM MARKET	995 GOFFSTOWN RD	MANCHESTER	NH	03102	1			823469	(603)627-8525
163808	163826	597069	CAPITAL FARMS	3 BROADWAY	CONCORD	NH	03301	1			425591	(603)224-9859
163808	163824	712480	UNCLE BOB'S	435 KELLEY ST	MANCHESTER	NH	03102	1				(603)623-0521
163808	163824	714926	CROSSTOWN VTY	270 AMORY ST	MANCHESTER	NH	03102	5			815581	(603)668-4100
163808	163824	716330	WEST SIDE EXPRESS M	725 2ND ST	MANCHESTER	NH	03102	5			836005	(603)625-4969
163808	163824	754850	PAAD'S MOBIL STATIO	705 DW HIGHWAY	MANCHESTER	NH	03104	1				(603)669-8695
163808	163824	964646	CANDIA GETTY	ROUTE 101	CANDIA	NH	03034	1			845582	(603)483-8945
163805	163820	741926	W & S MARKET	125 BRIDGE ST	PELHAM	NH	03076	2				(603)635-2776
163805	163823	755690	DIAL MART	TINKHAM ST	DERRY	NH	03038	1				(603)434-8509
163805	163820	307460	ONE STOP MOBIL	134 N BROADWAY	SALEM	NH	03079	1			641528	(603)893-8074
163806	163826	755792	CORNER MARKET	201/2 WALKER STRE	CONCORD	NH	03301	1			429155	(603)228-8288
163805	163823	701000	HIWAY SUPERETTE	91 W BROADWAY	DERRY	NH	03038	1			641001	(603)434-4219
163806	163826	104868	WAYSIDE GROCERY	RTE 28 & 11	ALTON	NH	03809	1			632304	(603)875-2861
163806	163826	695820	AIRPORT COUNTRY STO	63 GILFORD EAST D	GILFORD	NH	03246	1				(603)524-2232
163808	163824	104371	AMOSKEAG MARKET	275 FRONT ST	MANCHESTER	NH	03102	1			622779	(603)668-6415
163808	163824	649097	JON-O'S MARKET	600 FRONT ST	MANCHESTER	NH	03102	1			223622	(603)668-1500
163808	163824	697362	BRIDGE ST FOOD MART	24 LOUDON RD	CONCORD	NH	03301	1				(603)224-9261
163802	163822	688415	CONVENIENCE 101	362 GIBBONS HWY	WILTON	NH	03086	2			935591	(603)654-6488
163803	163821	104064	HIGH STREET MARKET	HIGH ST	KEENE	NH	03431	1			340820	(603)352-1898

WHOLESALE : 396640 MANCHESTER TOBACCO, INC. <DIRECT>  
 TEMPLATE : 700050 70400 DORAL APR LTR  
 TEMPLATE SEQ : 0004  
 SALRS LEVEL : 16XXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163805	163823	327760	FREEDOM FUEL	128 W BROADWAY	DERRY	NH	03038	1			645085	(603)434-3838
163805	163823	465963	MIKES GROCERY & DEL	16 N MAIN ST	DERRY	NH	03038	4				(603)432-2861
163807	163824	730589	SANDYS VARIETY	2281 CANDIA RD	MANCHESTER	NH	03109	1			229740	(603)669-8382
163805	163823	450283	HILLTOP FOOD & DELI	33 INDIAN ROCK RD	WINDHAM	NH	03087	1				(603)434-4686
163806	163826	103219	HENNIKER PHARMACY	PROCTOR SQUARE	HENNIKER	NH	03242	1				(603)428-3456
163806	163826	105039	106 BEANSTALK	RT 106	LOUDON	NH	03301	1				(603)783-4305
163806	163826	453224	SPEEDWAY CON.	ROUTE 106	LOUDON	NH	03301	1			857169	(603)783-0312
163806	163826	497498	GUS'S COUNTRY STORE	ROUTE 106	BELMONT	NH	03220	1			653318	(603)267-7590
163806	163826	562240	HOMETOWNE MARKET	43 S MAIN ST	PENACOOK	NH	03303	1			443450	(603)753-9891
163806	163826	703109	CAREY'S MARKET	63 N MAIN ST	BOSCAWEN	NH	03303	1			325589	(603)753-4435
163807	163823	104365	MR MARKET INC.	297 SPRUCE ST	MANCHESTER	NH	03103	5			711342	(603)668-6188
163807	163823	755636	CARON & SONS MOBIL	468 DANIEL WEBSTE	MERRIMACK	NH	03054	2			105629	(603)424-5227
163807	163823	601065	ROSEBUDS MARKET	304 MERRIMACK ST	MANCHESTER	NH	03103	1			743616	(603)647-4955
163808	163824	103187	BUNNYS SUPERETTE	75 WEBSTER ST	MANCHESTER	NH	03104	1				(603)622-5080
163808	163824	458290	ACADEMY FRUIT	266 BRIDGE ST	MANCHESTER	NH	03104	1			225334	(603)668-1251
163808	163826	673284	GETTY MART	242 N MAIN ST	CONCORD	NH	03301	1			944117	(603)229-1622
163808		683417	EDDY ROAD STAR MART	245 EDDY ST	MANCHESTER	NH	03102	1				(603)668-4603
163808	163824	712596	ANTHONY'S SOUTH ELM	37 ELM ST	MANCHESTER	NH	03101	4				(603)622-5800
163808		719677	JT&B TEXACO	696 MAST RD	MANCHESTER	NH	03102	1				(603)647-2809
163808	163824	720822	FOOD BASKET	72A WASHINGTON ST	CONCORD	NH	03303	1				(603)225-2242
112204	112227	022048	COVELLS VARIETY INC	MAIN STREET, ROUT	NORTH STRATFOR	NH	03590	1				(603)922-5114
112204	112227	105175	DUPUIS COUNTRY STOR	ROUTE 3	GROVETON	NH	03582	2			160416	(603)636-1462
112204	112227	347943	OLD CORNER STORE	MAIN STREET	JEFFERSON	NH	03583	1			130784	(603)586-7722
112204	112227	483098	RON'S VARIETY	737 MAIN ST	BERLIN	NH	03570	1				(603)752-1908
112204	112227	550908	BOTTLE KEG	CONWAY MARKET PLA	CONWAY	NH	03818	1			170481	(603)447-3353
112206	112220	104662	PATRIOT'S CORNER GR	29 OCEAN BLVD	HAMPTON	NH	03842	1			947137	(603)926-7087
112206	112220	104687	CABOT ST GROCERY	125 CABOT ST	PORTSMOUTH	NH	03801	2			540302	(603)436-0028
112206	112220	104695	STOP & GO #705	1350 WOODBURY AVE	PORTSMOUTH	NH	03801	1			831947	(603)436-7811
112206	112220	433996	DURHAM MARKETPLACE	MILL ROAD	DURHAM	NH	03824	1			237631	(603)868-2500
112206	112220	481941	SHORT STOP	968 MIDDLE RD	PORTSMOUTH	NH	03801	1			559714	(603)431-3401
112206	112220	708038	ROSES COUNTRY STORE	ROUTE 125	EPPING	NH	03042	1			524471	(603)679-1967
112206	112220	729068	M&P COUNTRY CONVENI	137 EPPING RD	EXETER	NH	03833	1			741278	(603)772-4143
112206	112220	754915	THE LIGHTHOUSE	369 OCEAN BLVD	HAMPTON	NH	03842	1				(603)926-4951
112208	112225	104856	MAX'S COUNTRY STORE	RT 16-B	UNION	NH	03887	2			918490	(603)473-2050
112208	112225	582294	TEN ROD ROAD GETTY	TEN ROD ROAD	ROCHESTER	NH	03867	1			924682	(603)332-3301
112208	112225	601072	POOR THOM'S BEVERAG	ROUTE 125	BARRINGTON	NH	03825	1			927175	(603)664-2599

PAGE BREAK TOTAL ACCOUNTS 78 TOTAL QUANTITY 105

TEMPLATE TOTAL ACCOUNTS 78 TOTAL QUANTITY 105

\*\*\*\*\* END OF REPORT FOR PROMOTION 700050 \*\*\*\*\*

## GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

03/25/97

ACCOUNT NUMBER: 396640                    MANCHESTER TOBACCO  
VOUCHER NUMBER: 15347718                64 GRANITE ST  
DATE WRITTEN: 03/25/97                MANCHESTER , NH 3101  
STATUS: PAID  
AMOUNT PAID: 224.00                SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	8.00	224.00

EXPLANATION: DORAL B2GF LIGHTER/#700050/HB

51861 7798